

MINUTES OF THE BOARD OF TRUSTEES MEETING

May 20, 2014

The regular monthly meeting of the Spokane Public Library Board of Trustees was held Tuesday, May 20, 2014 at the Downtown Library.

Present were:

MEMBERS

Ms. Janice Marich
Mr. Jim Kershner
Mr. Nathan Smith
Ms. Mary Starkey

COUNCIL LIASON

LIBRARY DIRECTOR

Mr. Andrew Chanse

CALL TO ORDER

The meeting was called to order at 4:31. Ms. Marich introduced the new member of the Board of Trustees, Mary Starkey. Board members said they are excited to work with a fellow trustee who has rich experience serving on various boards in Spokane. Ms. Starkey is the COO at Global Credit Union, and her financial knowledge will be a boon to the library's strategic planning and future endeavors.

VISITORS

Charles Hanson (EWGS)
Pam Dolan (City)

CHANGES TO THE AGENDA

None.

APPROVAL OF APRIL 2014 MEETING MINUTES

Mr. Kershner moved to approve the minutes of the April 15, 2014 board meeting. Mr. Smith seconded the motion, which carried unanimously.

APPROVAL OF BILLS AND CONTRIBUTIONS FOR APRIL 2014

Mr. Kershner moved to approve payment of the bills for April 2014 in the amount of \$699,484.83, voucher sequence 41810-42065. Ms. Starkey seconded the motion, which carried unanimously.

FINANCIAL REPORT

Mr. Chanse introduced the new Business Manager for the Library, Penny Brown. The Board welcomed her to the library, and expressed their gratitude for her help and expertise. Ms. Brown reported that April closed very routine; we are at 30 percent for the year and where we would expect. Ms. Brown reported she has created a more traditional report to look at what the organization is doing as a whole. Ms. Brown worked

with each department head to create departmental budgets. Although she is only working for the library part time, Ms. Brown has met with Foundation Director Bain to work on Foundation budget issues. Ms. Brown has also been working with circulation manager George Hoagland on cash handling systems and point of sale. Mr. Chanse commended Ms. Brown for jumping in to her new role taking care of things.

PERFORMANCE REPORT

Mr. Chanse reported we are seeing same trends of the last few months. Percentage of collection in home continues to increase. Total checkouts at South Hill, Shadle and Downtown are seeing slight decreases due to the increased activity at the other locations. The numbers for the Digital Branch continue to increase. Mr. Kershner noted that the percentage of collection checked out for Downtown is way below everyone else. Mr. Chanse said the Downtown collection serves a regional rather than local need and also provides more research material. These factors mean the Downtown Branch has to have a deeper collection than other branches.

CHAIRMAN'S REPORT

Ms. Marich welcomed Ms. Brown to the library and Ms. Starkey to the Board of Trustees.

FOUNDATION REPORT

Ms. Bain reported the foundation applied for three grants over the past few months. The Foundation received a grant from the local Rotary club; it will be used to purchase science kits. The other two grants are for placemaking and a Washington state technology grant. Ms. Bain travelled to Bellingham for a trivia bee as research to see how successful trivia programs work. Avista has already signed up for a team for the Foundations trivia event. This event will be at the Bing downtown. Mr. Kershner said at this point getting teams will be relatively easy, but we need the corporate sponsors. He said the foundation needs to approach potential sponsors personally rather than just send a letter. Ms. Starkey said it's best to get out now because a lot of groups have already set their budgets for the year but this sets the stage for next year and we will have something to take to people for 2015.

Ms. Bain said the foundation also has a second event that it is planning: The Citizen Hall of Fame. This event will happen in April. Ms. Bain is pleased to have two signature events for the foundation. Ms. Bain is working to create a group of foundation representatives to meet with annually. This group would serve as a sounding board of sorts; they could share what works and what doesn't for library foundations across the state. The Foundation has formed a finance committee.

LIBRARY DIRECTOR'S REPORT

Community/Professional Contacts

I took part in Spokane Gives week by volunteering with other members of the Mayor's Cabinet at Vanessa Behan. Long-time library volunteer, Juanita McBride was awarded the Tony Antonucci Individual Award for Giving and Random Acts of Kindness.

I have been meeting with the Executive Director of Tincan over the past month to explore how we can better serve the community. There is some great potential for SPL to leap forward in serving the digital needs of Spokane.

Sarah Bain and I met with the Director of the Jundt Museum to explore future possibilities and connections between the Jundt and SPL.

We sent four staff to the Washington Library Conference in Wenatchee. Mark Pond received an award for his innovative approach to serving the business community.

I met with SCLD's director to touch base on initiatives and where we might be able to partner in the future. A unique, recent partnership is a new website that makes it easier for the business community to use both city and county business resources. The new website is www.spokanebusiness.org.

Budget

We are making our way through planning for the 2015 budget with the help of Penny, our new Account Manager. This year, we are taking a real keen look at where we allocate funds and we are involving all department heads in the creation of the budget. This will result in a budget that more accurately reflects our spending and will, therefore, be more useful in planning. Penny has been excellent in leading us through this process and is providing a fresh perspective on budgeting.

Classes and Events

The Fancy Nancy programs were a hit, drawing 197 people to 6 programs in April. The Zentangle programs presented by Loretta West continue to be well attended and we will be looking forward to working with Loretta this summer as she presents a Dr. Seuss Zentangle class for children and further adult classes next fall. The great thing about Zentangle is that as long as you can print a dot, a line and the letters s, x, c, you can create art!

Collection

We accepted a donation from the Autism Society of Washington at the April 14th City Council meeting.

We continue to adjust our collections to better reflect the usage and needs of the community. Both the Downtown and South Hill reference collections have been thoroughly examined and many items were either removed or placed into the circulating collection.

We have started working with a local antiquarian bookseller in identifying the best possible avenue for high value items no longer in our collection or items in the Fuller collection that do not meet the mission of the Northwest Room.

Staffing

Sarah Bain started in her expanded capacity as Director of Development and Strategic Partnerships on April 28.

We launched our first annual Employee Satisfaction Survey to take a pulse of how we are doing from a staff perspective. An overwhelming majority of respondents agreed that they are proud to work for SPL, would recommend it to a friend, and are satisfied with SPL overall. An average of 86% of respondents agreed that they enjoy their work and get personal satisfaction from it, feel that their skills and abilities are well utilized, and that they are recognized and respected by others for their work.

A task force of 5 staff members has been formed to make recommendations for improvement on areas we scored lower on. These areas were mainly focused on adopting improved work methods and getting through red tape and regulations.

We held our Staff Day on May 15th at the Downtown Library. Staff presented their branch action plans, completed a brainstorming session on placemaking, received safety training from the Spokane Police Department, and took part in extensive training in using tablets to utilize our digital resources.

City of Spokane and Facilities

We have been working closely with the City to develop our six year capital plan. Our main areas of concern for next two years include carpeting for Downtown, South Hill, and Hillyard; roofs for South Hill and Downtown, and resurfacing or resealing all of our exterior lots. At this time, completion of these projects are dependent on the sale of our Nevada property.

Strategic Planning

We will be presenting more Service Area Action Plans at the May meeting for board comment and adoption.

Respectfully submitted,

Andrew Chanse
Director

Additional Information

Mr. Chanse reported that TINCAN will be closing doors by the end of June. They are mainly a grant funded organization, and grants are drying up. When TINCAN closes their doors they want to donate all equipment to SPL. This includes computers, cameras, 3D printers, tables and chairs. This donation ranges above \$300,000 in equipment. This equipment will allow us to offer better services to the public. It is in line with our mission of providing access and digital literacy. With that we will need someone to manage everything, so we are planning to contract with the Tara Neumann, executive director of TINCAN to work as a program manager for us at the library. Ms. Marich said the library's commitment is to continue to provide the community access and assets, and this is a great fit. She said it is also a clear fit with the strategic plans each branch has created. Mr. Chanse said this allows the library to get more technology without extra funding, so it pushes us forward years. Mr. Kershner said it is also important as it establishes the library as the main computer literacy group in Spokane. Ms. Marich said Ms. Neumann's instruction would be a huge loss to our community and so we should keep that going.

COMMUNICATIONS

Ms. Silverstone said she is excited to work with Ms. Brown. The communications department will actually have a budget to promote things. Ms. Marich asked Ms. Silverstone to go over her department to give Ms. Starkey a clear understanding of the department. Eva introduced everyone but also reiterated that the department does more than traditional communications.

Ms. Silverstone reported that Mayor Condon recently came and visited the volunteer genealogists and thanked them for all of the work that they do for the city/library. The genealogists looked up information on the mayor's family before they came and enjoyed telling him what they had researched. The Friends of the Library made over \$4,000 at the spring book sale.

UNFINISHED BUSINESS

None.

NEW BUSINESS

13a. SirsiDynix

Mr. Roose presented regarding SirsiDynix, the vendor that provides our main library software. Age of our system means we need to look at a new provider. SirsiDynix approached us to provide a new catalog without raising our prices. A system migration is hugely disruptive, and taking this deal would mitigate that. An agreement with SD would require a seven year contract. We have two options. Option A is no enhancements. Option B is to stay and purchase extra things ala cart. Option C is what SD put on the table. They also provide an escape clause. We are recommending the board approve this long term agreement.

Mr. Chanse said this has been on the strategic plan for years. Mr. Kershner pointed out this would actually save the library money over what we had on the strategic plan. Mr. Roose said staff can use new data and old at the same time (soft migration) rather than a hard migration. Mr. Smith motioned to approve the long term agreement with SirsiDynix, Mr. Kershner seconded, and the motion passed.

13b. Action Plans for Service Areas

Shadle

Mr. Chanse started with the Action Plan for Shadle (attached). The information we used when writing action plans comes from census and market segmentation data. This information allows the library to cater more specifically to each region.

Half of Shadle's population are grouped into three different populations: Great Expectations; Main Street and Rustbelt Traditions.

We really looked at preferences and drivers; then we built stories about these folks based on that information. We kept coming up with: These are very busy people; not a lot of time for themselves but they have a lot of hope and time for their kids. Not only are they the greatest segment in the city but they also are the group we don't serve very well. The market share for this population is 40% so it has the greatest opportunity for growth.

Based on this population, the library is proposing Sunday open hours for Shadle. This would be an investment of \$8,000 per year. We are basically reallocating when staff

spend time at the library. We are following Local 270's contract. Sunday would be a four hour service day. If the board is amenable to this, then we will come up with a more formal approach in June.

Ms. Marich asked why the library did not propose this for other neighborhoods. Ms. Silverstone said this is considered a pilot program. Also it is shown in the data that it will work for the Shadle neighborhood. Mr. Kershner pointed out that Shadle is relatively central, so people from other areas could visit Shadle on Sundays. Mr. Chanse said Shadle has the largest service area of the branches, so this coupled with the data makes it a good place to start.

Ms. Marich said the action plan is a really great use of data, and she complimented the team for putting it together. Shadle Branch Manager Pat Bonner said employees at Shadle are very excited about this. Mr. Kershner said the public will love it. Ms. Bonner said she is concerned that it will be too popular and hopes customers will be patient as the library tries to get the staffing balance correct.

East Side:

The East Side Branch has a much smaller service area than Shadle.

One challenge in developing services that tape to the needs of the East Side service area is the near even distribution of many different market segments in the community. We ended up taking a broader approach to this service area.

When we look at existing services we are asking, "Can we improve on what we are currently doing?" So if something is marked as "low," this isn't saying anything about staff performance. Maybe things just weren't scheduled at a convenient time. Or for example in the area of checkouts, East Side tends to check out more DVDs so why not offer more of those? Also, East Side is a very small branch so how do we maximize the space that we do have?

East Side also wants to work to provide events and classes each month to draw people to the library. We could see this number (gate count) increase as well with the TINCAN donation of equipment. The staff is excited and they are planning programs as well. We are also looking to maximize the location and proximity to the community center and maybe offer programs with them.

Mr. Smith moved to adopt the presented action plans; Ms. Starkey seconded, and the motion passed.

ADDITIONAL ITEMS/CHANGES TO THE AGENDA

None.

PUBLIC COMMENT

None.

NEXT REGULAR MEETING

The next regular Board meeting will be held Tuesday, June 17 at the Indian Trail Library.

EXECUTIVE SESSION

None.

ADJOURNMENT

The meeting adjourned at 5:50 p.m.

Secretary_____

Chairman, Board of Trustees_____ Date_____